

FINAL REPORT

DESIGNING CURUP BULUH WATERFALL BOOKLET TO PROMOTE TOURISM DESTINATION IN LAHAT REGENCY



This report is written to fulfill the requirement of Diploma III
at English Department of State Polytechnic of Sriwijaya

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**APPROVAL SHEET
FINAL REPORT**

**DESIGNING CURUP BULUH WATERFALL BOOKLET TO PROMOTE
TOURISM DESTINATION IN LAHAT REGENCY**



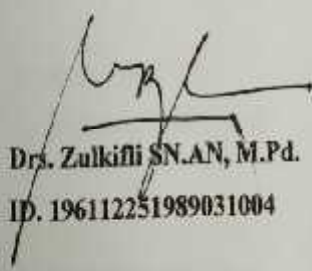
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ABSTRACT

DESIGNING CURUP BULUH WATERFALL BOOKET TO PROMOTE TOURISM DESTINATION IN LAHAT REGENCY

(Aulia Sari, 2017 : 54 Pages, 49 Pictures)

Curup Buluh waterfall is one of beautiful tourism destinations in Lahat regency which has the potency to attract both domestic and International visitors. Unfortunately, the existance of it has not become popular in the whole society and has not gotten full attention from the government. The purpose of this study is to design booklet that can be used to promote Curup Buluh waterfall as one of beautiful tourism destinations in lahat Regency. The data of designing booklet were taken from some literature books and websites. Meanwhile, the data of Curup Buluh waterfall were collected from the observation in Curup Buluh area, interviewed the initiator of Curup Buluh waterfall, the head of Lubuk Selo village and the head of *Pokdarwis Kalpataru Cahaya Harapan* who manages Curup Buluh waterfall, and also read some literatures review related to Curup Buluh waterfall. In this final report, the writer used Research and Development (R&D) method. The R&D method included 3 steps, they are Preliminary Study, Development and Test. The writer implemented the steps by asking the experts' opinion and suggestions. The final product of booklet will be published and can be a promotion media to the whole society.

Keyword: Designing, Booklet, Curup Buluh waterfall, Promotion, and Tourism.

ABSTRAK

MENDESAIN BOOKLET CURUP BULUH GUNA MEMPROMOSIKAN DESTINASI WISATA DI KABUPATEN LAHAT

(Aulia Sari, 2017 : 54 Halaman, 49 Gambar)

Curup Buluh merupakan salah satu destinasi wisata yang indah di Kabupaten Lahat yang mempunyai potensi untuk menarik perhatian wisatawan lokal dan mancanegara. Sayangnya, keberadaan Curup Buluh belum terkenal di masyarakat luas dan belum mendapatkan perhatian penuh dari pemerintah. Oleh sebab itu, penulis menulis laporan akhir berjudul “Mendesain Booklet Curup Buluh Guna Mempromosikan Destinasi Wisata di Kabupaten Lahat.” Tujuan dari penulisan laporan akhir ini yaitu untuk mendesain booklet yang dapat digunakan untuk mempromosikan Curup Buluh sebagai salah satu destinasi wisata yang indah di Kabupaten Lahat. Data untuk mendesain booklet diambil dari beberapa buku literatur dan situs internet. Sedangkan, data Curup Buluh didapat dari observasi area Curup Buluh, mewawancarai penggagas Curup Buluh, kepala Desa Lubuk Selo dan kepala Kelompok Sadar Wisata (POKDARWIS) Kalpataru Cahaya Harapan yang mengurus dan mengelola Curup Buluh, dan juga penulis membaca beberapa tinjauan literatur yang terkait dengan Curup Buluh. Dalam laporan ini, penulis menggunakan metode Penelitian dan Pengembangan. Metode Penelitian dan Pengembangan termasuk tiga tahapan, yaitu Studi Awal, Pengembangan dan Tes. Penulis mengimplementasikan tahapan tersebut dengan meminta opini dan saran dari para ahli. Produk akhir booklet akan dipublikasikan dan dapat menjadi sebuah media promosi yang baik bagi masyarakat luas.

Kata Kunci: Mendesain, Booklet, Curup Buluh, Promosi, dan Pariwisata.

PREFACE

First of all, the writer would like to express the gratitude to Allah SWT for the mercy and bless that has given to the writer for finishing the final report on time. The writer also very glad that the writer can accomplish the requirement of writing the final report entitled “Designing Curup Buluh Waterfall Booklet to Promote Tourism Destination in Lahat Regency” to fulfill one of the requirements of English Department Diploma III curriculum of State Polytechnic of Sriwijaya. This final report describes about the research and development of Curup Buluh waterfall booklet information and how to design Curup Buluh waterfall booklet.

The writer also wishes to express sincere gratitude for those who have guided in completing this final report, especially for Mr. Zulkifli SN.AN and Mrs. Nian Masna Evawati as the writer’s advisors. The writer also would like to thank all parts of *Pokdarwis Kalpataru Cahaya Harapan* in Lubuk Selo Village and the initiator of tourism destination in Lahat Regency who allows the writer to get all information and data related to the writer’s report.

Finally, the writer hopes this masterpiece can give advantages for the writer, readers, government and institution. However, any suggestions and critics are very important to make this final report to be better.

Palembang, July 2017

The writer

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The writer would like to thank Allah SWT for the mercy that has been given to the writer in finishing the final report on schedule. The purpose of writing this final report, which title “Designing Curup Buluh Waterfall Booklet to Promote Tourism Destination in Lahat Regency” is to fulfill one of the requirements for Diploma III English Department at State Polytechnic of Sriwijaya. Dealing with this final report, the writer got support and advice from lecturers, family, and friends. In this occasion, the writer would like to thank to:

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- 10) My beloved friends in English Department, especially for 6BA class.

Finally, the writer hopes this masterpiece can give advantages for the writer readers, government and institution. However, any suggestion and critics are very important to make this final report to be better.

MOTTO AND DEDICATION

“Life will always have a different plan for you. If you don’t give up, you will eventually get to your destination. But towards the end of your life, you may look back and realize that it was never really about the destination, it was the journey that counted.”

King Samuel Benson

“You are the only one who creates your reality.”

“Your last mistake brings to your first achievement.”

This final report is dedicated to :

- Myself
- Allah SWT
- My dearest mother, Mrs. Nurlela Hayati.
- My beloved family
- My lecturers
- My friends
- My campus, Politeknik Negeri Sriwijaya.

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